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April 25, 2013

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.  
Director and Health Officer

**SUBJECT: NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO EXECUTE A  
SOLE SOURCE AGREEMENT WITH ABT SRBI, INC. EFFECTIVE UPON  
EXECUTION THROUGH AUGUST 9, 2013 FOR EMERGENCY  
PREPAREDNESS AND RESPONSE**

This is to notify you that I am exercising the delegated authority approved by your Board on July 26, 2011, to select providers, negotiate, and execute new service agreements related to public health emergency preparedness and response, with contract maximum obligations not to exceed \$500,000 per service agreement, not to exceed a twelve-month term, 100 percent funded by the Centers for Disease Control and Prevention (CDC), subject to review and approval by County Counsel, and notification to your Board and the Chief Executive Office.

Under this authority, I will execute a sole source agreement with Abt SRBI, Inc. in the amount of \$479,992, effective upon execution by the parties through August 9, 2013, 100 percent offset by CDC Notice of Award Number 2U90TP917012-11 Revised (Amendment 13), to support the Department of Public Health (DPH) in evaluating the Los Angeles County Community Disaster Resilience (LACCDR) project through designing, implementing, and analyzing community surveys in 16 communities.

DPH recommends using Abt SRBI, Inc.'s services to implement a baseline survey in the 16 pilot communities identified through the LACCDR project. The survey will enable DPH to discern the impact of the program on these communities and facilitate an overall evaluation on the effectiveness of the project. After market research was performed, Abt SRBI, Inc. was identified as the only company that has both a proprietary survey methodology and sample management systems. Abt SRBI, Inc. employs a unique sample management system which, through the use of proprietary, empirically-based algorithms that direct survey case management procedures, identifies, recruits, and surveys representative adult participants. Using this proprietary system greatly reduces the bias of the survey and therefore results in very accurate outcomes. Abt SRBI, Inc. also has the necessary qualifications needed to conduct this specialized resiliency survey: 1) extensive experience in conducting and managing such surveys; 2) ownership of data banks specific to Los Angeles County; 3) expertise in using its proprietary survey management system; and 4) specialized technical ability to incorporate cell phones into complex surveys. As fewer households have landlines it is imperative to have a methodology

that incorporates cell phone data in order to have a representative sample and draw any valid information from the survey. The survey informs DPH if its outreach and emergency preparedness and response efforts are reaching the targeted audiences, making a measurable difference, and assisting in identifying preparedness gaps on a go forward basis.

Under this agreement, Abt SRBI, Inc. will use its proprietary survey management system to: 1) design and implement a complex and large-scale survey regarding community resilience; 2) administer the survey to an estimated 4,800 participants in the identified 16 communities; and 3) evaluate the effectiveness of the community disaster resilience programs developed and administered by DPH's Emergency Preparedness and Response Program based on the survey results.

As required under Board Policy 5.100, your Board was notified on January 3, 2013 of DPH's intent to enter into this sole source agreement in excess of \$250,000 and to proceed with negotiations effective January 17, 2013.

During the negotiations of this agreement, Abt SRBI, Inc. required numerous changes to certain provisions of the agreement, including but not limited to Indemnification, that were reviewed by County Counsel and Chief Executive Office (CEO) Risk Management. County Counsel has reviewed and approved the agreement as to use and this delegated authority action.

The attached sole source checklist (Attachment A) has been approved and signed by the CEO.


If you have any questions or require additional information, please let me know.

JEF:os  
#02610

Attachment

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors

**SOLE SOURCE CHECKLIST**  
**Abt SRBI, Inc.**

| Check<br>(✓) | <b>JUSTIFICATION FOR SOLE SOURCE<br/>PROCUREMENT OF SERVICES</b><br><i>Identify applicable justification and provide documentation for<br/>each checked item.</i>  |
|--------------|--|
|              | ➤ Only one bona fide source for the service exists; performance and price competition are not available.   |
|              | ➤ Quick action is required (emergency situation)   |
|              | ➤ Proposals have been solicited but no satisfactory proposals were received.   |
|              | ➤ Additional services are needed to complete an ongoing task and it would be prohibitively costly in time and money to seek a new service provider.  |
|              | ➤ Maintenance service agreements exist on equipment which must be serviced by the authorized manufacturer's service representatives.   |
|              | ➤ It is most cost-effective to obtain services by exercising an option under an existing contract.   |
|              | ➤ It is the best interest of the County (e.g., administrative cost savings, too long a learning curve for a new service provider, etc.).   |
| ✓            | <p>Other reason. DPH researched multiple qualifying organizations on the market to determine their ability to conduct highly technical, complex, community surveys in urban areas. Abt SRBI, Inc. was identified as the only company that has proprietary survey and sample management systems. Abt SRBI also has all the necessary qualifications: 1) extensive experience in conducting and managing such surveys; 2) ownership of data banks specific to Los Angeles County; 3) expertise in using a proprietary survey management system; and 4) specialized technical ability to incorporate cell phones in complex surveys. As fewer households have landlines it is imperative to have a methodology that incorporates cell phone data in order to have a representative sample and draw any valid information from the survey. The survey tells us if what we are doing in our public health programming makes a difference and may assist in identifying gaps in the future. Additionally, Abt SRBI, Inc. employs a unique sample management system which, through the use of proprietary, empirically-based algorithms that direct survey case management procedures, identifies, recruits, and surveys representative adult participants. Using this proprietary system greatly reduces the bias of the survey and therefore results in very accurate outcomes. DPH recommends using Abt SRBI, Inc.'s services to implement a baseline survey in the sixteen community coalitions identified through the Community Disaster Resiliency Project. This survey will enable DPH to discern the impact of the program on these communities and facilitate an overall evaluation on the effectiveness of the Project.</p> |
|              | <div style="display: flex; justify-content: space-between;"> <div style="text-align: center;"> <br/> Loreto Maldonado<br/> Manager, CEO </div> <div style="text-align: center;"> <u>4/22/13</u><br/> Date </div> </div>   |